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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Previously presented) In a spinnerbait lure of the type having a frame, the frame having upper and lower arms extending divergently from a frame-vertex in a predetermined shape in a non-stressed condition, the shape having the arms in a substantially fixed configuration with one another, with at least one blade and a jig secured to the frame, the improvement wherein the frame is formed from an integral length of polymeric material, the polymeric material being selected such that the frame always retains the original configuration absent force-induced flexing sufficient to break the frame, and the jig is embedded within the frame.

2. (Previously presented) The lure of claim 1 wherein the frame is dimensioned to exhibit durability and vibratory action during fishing.

3. (Previously presented) The lure of claim 2 wherein a fishing line/leader is attachable with respect to the frame substantially adjacent to the frame-vertex.

4. (Original) The lure of claim 3 wherein the upper arm is substantially coplanar with the lower arm.

5. (Original) The lure of claim 4 wherein at least the upper arm has an oblong cross-section, thereby imparting a preferential directionality to vibration of the upper arm.

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6. (Previously presented) The lure of claim 5 wherein the upper arm has an upper distal-end and the cross-section of the upper arm has an area that progressively decreases from the frame-vertex toward the upper distal-end.

7. (Previously presented) The lure of claim 6 wherein the cross-section of the upper arm has two dimensions, the greater dimension being in the plane of the frame.

8. (Original) The lure of claim 5 wherein the frame-vertex defines a line-aperture, whereby a fishing line/leader is attachable with respect to the frame at the line-aperture.

9. (Original) The lure of claim 8 wherein the frame is curved at the frame-vertex.

10. (Previously presented) The lure of claim 5 wherein the lower arm has a lower distal-end and the jig is embedded within the lower arm at the lower distal-end.

11. (Original) The lure of claim 10 wherein:

- the jig has a jig-head and a hook; and
- the jig-head is embedded within the lower distal-end.

12. (Original) The lure of claim 11 wherein the jig-head has a jig proximal-end and the lower arm is substantially tapered adjacent to the jig proximal-end, whereby stresses upon the arm from deflection at the distal-end are diffused throughout the lower arm.

13. (Original) The lure of claim 5 wherein the upper arm defines an upper aperture to attach the blade with respect to the frame.

14. (Original) The lure of claim 2 wherein the polymeric material is transparent.

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15. (Original) The lure of claim 14 wherein the polymeric material has color.

16. (Original) The lure of claim 15 wherein the polymeric material comprises polycarbonate.

17. (Previously presented) The lure of claim 16 wherein a fishing line/leader is attachable with respect to the frame substantially adjacent to the frame-vertex.

18. (Previously presented) The lure of claim 17 wherein the jig has a jig-head and a hook and the jig-head is embedded within the lower arm.

19. (Original) The lure of claim 18 wherein the upper arm defines an upper aperture to attach the blade with respect to the frame.

20. (Previously presented) The lure of claim 18 wherein:

- the lower arm has a lower distal-end;
- the jig-head is embedded within the lower distal-end;
- the jig-head has a jig proximal-end; and
- the lower arm is substantially tapered adjacent to the jig proximal-end

whereby stresses upon the lower arm from deflection at the lower distal-end are diffused throughout the lower arm.

21-26. (Canceled)

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27. (Currently amended) The lure of claim 1 35 wherein:

- ~~• the lure further comprises a jig;~~
- the lower arm has a distal-end;
- the jig has a jig-head and a hook; and
- the jig-head is embedded within the distal-end.

28. (Previously presented) The lure of claim 27 wherein the jig-head has a jig proximal-end and the lower arm is substantially tapered adjacent to the jig proximal-end, whereby stresses upon the arm from deflection at the distal-end are diffused throughout the lower arm.

29. (Previously presented) The lure of claim 28 wherein a fishing line/leader is attachable with respect to the frame substantially adjacent to the frame-vertex.

30. (Original) The lure of claim 29 wherein the upper arm defines an upper aperture to attach the blade with respect to the frame.

31. (Original) The lure of claim 30 wherein the polymeric material is transparent.

32. (Previously presented) The lure of claim 31 wherein the polymeric material has color.

33. (Original) The lure of claim 1 wherein the frame is formed in a molding process.

34. (Canceled)

35. (Currently amended) The lure of claim 1 34 wherein the frame is dimensioned such that the frame exhibits flexing resilience during fishing.

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36. (Previously presented) The lure of claim 35 wherein at least the upper arm has an oblong cross-section, thereby imparting a preferential directionality to vibration of the upper arm.

37. (Previously presented) The lure of claim 36 wherein the upper arm has an upper distal-end and the cross-section of the upper arm has an area that progressively decreases from the frame vertex toward the upper distal-end.

38. (Previously presented) The lure of claim 37 wherein the cross-section of the upper arm has two dimensions, the greater dimension being in the plane of the frame.

39. (Currently amended) A spinnerbait lure comprising an integral, polymeric frame and at least one blade secured to the frame, the frame having upper and lower arms extending divergently from a frame-vertex in a predetermined shape in a non-stressed condition, the shape having the arms in a substantially fixed configuration with one another, the arms meeting only at the frame-vertex, a fishing line/leader being attachable with respect to the frame substantially adjacent to the frame-vertex, and the frame always retaining the original configuration absent force-induced flexing sufficient to break the frame.

40. (Previously presented) The lure of claim 39 wherein at least the upper arm has an oblong cross-section, thereby imparting a preferential directionality to vibration of the upper arm.

41. (Previously presented) The lure of claim 40 wherein the upper arm has an upper distal-end and wherein the cross-section of the upper arm has an area that progressively decreases from the frame vertex toward the upper distal-end and the cross-section has two dimensions, the greater dimension being in the plane of the frame.

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42. (Currently amended) The lure of claim 46 39 wherein:

- the metal body is ~~lure~~ further comprises a jig;
- the lower arm has a lower distal-end;
- the jig has a jig-head and a hook; and
- the jig-head is embedded within the lower distal-end.

43. (Previously presented) The lure of claim 42 wherein the jig-head has a jig proximal-end and the lower arm is substantially tapered adjacent to the jig proximal-end, whereby stresses upon the arm from deflection at the distal-end are diffused throughout the lower arm.

44. (Previously presented) The lure of claim 39 wherein the frame is transparent.

45. (Previously presented) The lure of claim 44 wherein the frame has color.

46. (New) The lure of claim 39 further comprising a metal body embedded within the frame.